

Coeur d'Alene Reservation Tourism Plan

Prepared for:
Coeur d'Alene Tribe



Plummer Trainhead for Trail of the Coeur d'Alenes

Prepared by:

Planmakers Planning & Urban Design and
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INTRODUCTION

This report outlines a plan for enhancing the tourism opportunities on the Coeur d'Alene Reservation. The Reservation is one of Idaho's most unique places, offering culture, history, and scenic recreation. With its picturesque setting of forested mountains, grassy valleys, and Lake Coeur d'Alene, the time has come for the Reservation to refine its tourism economy and facilities to better serve visitors and residents alike.

Without careful planning and action, tourism could overwhelm the Reservation, potentially destroying the qualities that attract visitors in the first place. Recognizing this and the Reservation's cultural, scenic, and recreational significance, the Coeur d'Alene Tribe undertook the development of this plan. The purpose of this plan is to develop a list of recommendations that can be undertaken by all of the Reservation entities in order to bring more visitors to the Reservation, extend visitor stays, create an improved visitor experience, and increase the amount of money visitors spend per day. This will require effort from multiple entities on the Reservation, both public and private.

Funding for the effort was provided by a grant from the U.S. Economic Development Administration. This report culminates a five-month planning process carried out by Planmakers and Intermountain Demographics. The plan was shaped through a steering committee and numerous one-on-one discussions. Available books and related studies were consulted (See bibliography).

The result of this work is a plan that will strengthen the Reservation's tourism economy and enhance its special features. The report begins with a brief historical overview, and an inventory of the area's visitor resources, followed by tourism demographics, and recommendations on specific projects. Finally, priorities and partners for implementing the plan are identified. The findings and recommendations are detailed in the following pages.

EXECUTIVE SUMMARY

This plan takes a deliberate approach to integrating tourism into the economic development future of the Coeur d'Alene Reservation. Through leadership, phasing of projects and programs, and partnerships, the plan will assist in coordinating tourism investments on the Reservation.

Initially, the plan builds on branding the Trail of the Coeur d'Alenes, patronage from the Casino and Circling Raven Golf Club and promoting key sites such as the Heyburn State Park, Old Mission State Park, and Lake Coeur d'Alene. The plan requires close cooperation with the region's tourism partners. The plan recommendations include projects and programs that will offer an authentic, unique, and quality experience. Over time the Reservation will offer well-informed guides, expanded services and facilities, interpretive information, and friendly and helpful staff. Key components include a Coeur d'Alene Tribe Cultural Center, expanded and refined special events, public art, and cultural and educational opportunities. The plan emphasizes enhancing and strengthening the Reservation communities of Plummer and Worley. Planning, good design, and partnership investments will lead to overnight accommodations, restaurants, and new services.

The economic impact to the Reservation from tourism should not be underestimated. Travelers spend on lodging, restaurants, a broad range of goods and services including transportation,

entertainment, and shopping. Expanded tourism will provide employment and generate increased spending at existing facilities. This will attract and retain businesses that will lead to job creation (See tourism demographic summary on page 20).

Marketing efforts intend to draw high-end low-impact visitors who are traveling with family or a few friends and have an interest in learning and experiencing new things. Other efforts include attracting cultural tourists. Likewise, an effort should be made to draw recreationists and adventurers who golf, bike, hike, horseback, canoe/kayak and explore. Opportunities include extending the length of the visitors' stays. The primary target market are the region's cities, U.S. and world travelers arriving via the Spokane International Airport, as well as individuals, families, and special interest groups traveling on I-90 and US 95. Combining outdoor recreation with cultural tourism will produce an excellent combination for promoting visitation to the Coeur d'Alene Reservation.

The plan will require public and private involvement, support, collaboration, and teamwork. With a strong foundation of leadership, committed community partners and solid coordination, the Reservation is well positioned to strengthen its tourism economy.

HISTORIC OVERVIEW

The aboriginal Coeur d'Alene territory encompassed approximately five million acres of the northern Idaho panhandle and extended into Montana and Washington. To benefit from the natural bounty, tribal members learned to interpret season cycles and climatic changes, and to know precisely when and where to move as particular roots, berries, or game animals became available for digging, gathering, or hunting.



*Coeur d'Alene Indians, Plummer, Idaho July 4, 1922.
Credit: CDA Tribe GIS Project #2889*

White settlement on the Indians' ancestral holdings led to treaties that removed land from the Coeur d'Alene Tribe. In 1873, the Indian Reservation consisted of 590,000 acres. In 1885, the Reservation was reduced to 345,000 acres, and in 1906, the Homestead Act left only 58,000 acres in Indian ownership.

Historically, the Tribe was impacted by trappers, priests, and religion, the gold rush of the 1880s, silver strikes and subsequent union unrest, the steamboat days on Lake Coeur d'Alene, homesteading, and the logging heyday through the early 1900s. Despite disease, executive orders, allotment, and pollution, the teachings of the Coeur d'Alene continue to survive. While retaining their core values and their teachings, the Tribe has flourished by embracing aspects of education, health-care, economic, political, and religious institutions. In this beautiful land, the heritage, culture and traditions continue to thrive. Since time began the Schitsu'umsh, have shared their wealth and welcomed strangers.

COEUR D'ALENE RESERVATION

Today the Coeur d'Alene Reservation boundaries include 344,900 acres of which about 20 percent are currently under native ownership. The total population of the Reservation is over 6,000 people.

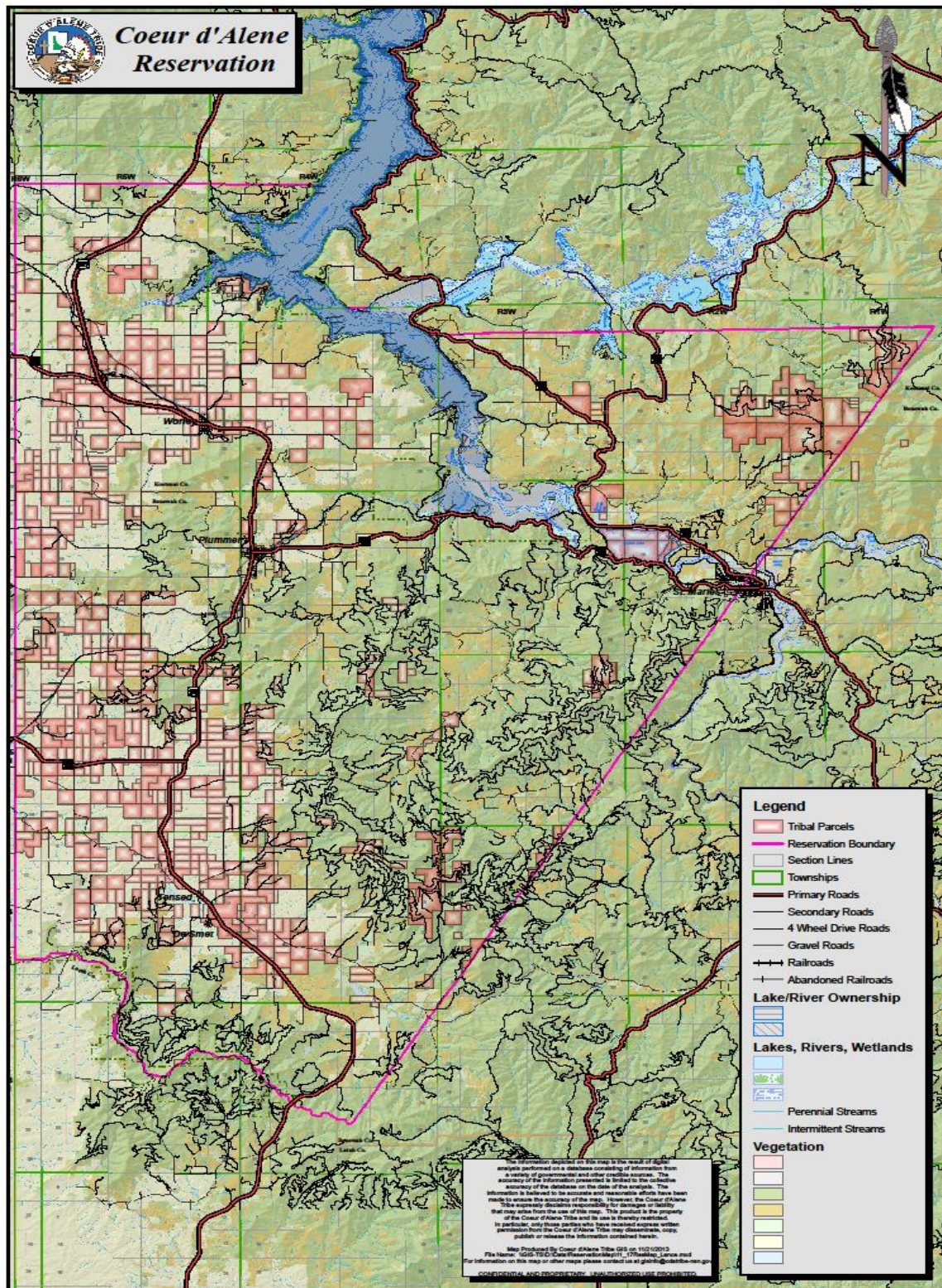
The Reservation is primarily rural and relatively isolated, where forests, agricultural fields, and rural residences dominate the landscape. Major physical features on the Reservation are Lake Coeur d'Alene, Bitterroot Mountains to the east, and Palouse Prairie to the west; all laced with many streams throughout. The northern Reservation lands are in Kootenai County, while the southern lands are in Benewah County. Reservation communities include Plummer, Worley, Tensed, and DeSmet. The Reservation boundaries extend into portions of St. Maries.

Table A identifies monthly weather conditions. In winter, the average temperature is 31.2 degrees F., and the average daily minimum temperature is 24.1 degrees. In summer, the average temperature is 68 degrees, and the average daily maximum temperature is 82.7. The Reservation land surface ranges from 2,200 to 2,600 feet with mountain peaks rising to a height of 4,000 to 5500 feet above sea level.

Table A - Average Temperatures and Precipitation for Coeur d'Alene

Month	Average High (F)	Average Low	Average Precipitation
January	38-42	27-29	1.14 inch
February	42-49	29-33	.95
March	50-58	33-38	1.12
April	58-66	38-43	1.31
May	66-74	44-50	1.56
June	74-83	50-57	1.16
July	83-90	57-61	.72
August	83-90	56-61	.75
September	70-83	46-56	.81
October	54-70	37-46	.96
November	42-53	31-37	1.21
December	38-42	27-31	1.05

Map of the Coeur d'Alene Reservation



*Coeur d'Alene Reservation with boundary in pink.
Credit: Coeur d'Alene Tribe Department of Public Works*

LOCATION AND TRANSPORTATION ACCESS

The Coeur d'Alene Reservation is located in northern Idaho, 25 miles south of the City of Coeur d'Alene and 45 miles east of Spokane, Washington and the Spokane International Airport. US Highway 95 passes north-south through the Reservation and connects the four major tribal communities of Worley, Plummer, Tensed and DeSmet. Interstate 90's east-west destinations are connected to the Reservation via US 95, 25 miles to the north.

The Reservation is easily accessible to U.S. and world travel from the Spokane International Airport (www.spokaneairports.net) and in the Northwest by private vehicle and bus, as well as local casino shuttle and CityLink buses. Excellent access, less than an hour from Spokane, utilizes I-90, taking the Pines Exit, following Washington 27 for 15 miles. Then turn left into Rockford on Washington 278, which becomes Idaho 58 leading directly to US 95 and the Coeur d'Alene Casino. US 95 connects to nearby I-90 and Coeur d'Alene, a growing hub of tourism. From just north of Worley, US 95 is a four-lane highway.

Two other secondary north-south arterials serving the Reservation are Idaho 3, also known as the White Pine Scenic Byway, which runs through St. Maries and goes north to I-90. The second is Idaho 97, the Lake Coeur d'Alene Scenic Byway which runs from Idaho 3, through Harrison, and up to I-90 along Lake Coeur d'Alene. The major east-west arterials on the Reservation are Idaho 5 from Plummer to St Maries, state Highway 58 from the Coeur d'Alene Casino to the Washington state line, and Idaho 60 from US 95 to Tekoa, Washington.

CityLink (www.idahocitylink.com) offers public transportation on and to the Reservation. CityLink buses operate 22 hours daily, 7 days a week. CityLink includes one rural route and one Link route on the Reservation. The rural route operates between the casino and the tribal community of



DeSmet with scheduled stops in Worley, Plummer, and Tensed. The Link route operates between the casino and the connecting routes at the Riverstone Transfer Station in Coeur d'Alene.

Amtrak stations are in nearby Spokane, Washington and Sandpoint, Idaho, which connects to the Reservation via US 95. East-west train access is especially attractive to international and retired travelers. This method of travel is leisurely, inexpensive, scenic, and educational.

US 95 traveling north-south through Plummer. Credit: J. Bertram

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) ANALYSIS

To determine the tourism issues facing the Coeur d’Alene Reservation a SWOT analysis was conducted with the steering committee at the Wellness Center on November 19, 2013. The analysis found the following:

<p>Strengths:</p> <ul style="list-style-type: none"> Trail of the Coeur d’Alenes Lake Coeur d’Alene The Tribe/tribal presence Coeur d’Alene Casino Plentiful community resources such as BMC, Wellness Center CityLink buses (free transportation) State Parks Friendliness Little traffic congestion H2H Bison Range N of Worley Lavender Farm – Coon Creek Road The Beautiful Natural Environment Hunting and fishing Low gas prices Native Dancers Warm Summers Community Events Easy access to Spokane International Airport 	<p>Weaknesses:</p> <ul style="list-style-type: none"> Lack of childcare at Casino Lack of rental opportunities for recreation such as bikes/boats Poor weather other than Summer Lack of dining opportunities Distance from major airport Poor infrastructure Lack of lodging besides the Casino Overcrowding of State Parks overnight facilities Lack of 50 volt RV services Poor connectivity of Trail of the CDA’s to Plummer Poor signage Reservation-wide Hard to communicate with part-time residents (Lake cabin owners)
<p>Opportunities:</p> <ul style="list-style-type: none"> Multiple entities within Reservation to work on implementing tourism plan Lots of people to attract from neighboring communities (CDA, Spokane, Moscow) and their events Interpretive programming at Heyburn State Park The need for an RV Park Future Birds of Prey Sanctuary Certified Tourism Ambassador Program Cultural Center development Spokane & Sandpoint Amtrak stations 	<p>Threats:</p> <ul style="list-style-type: none"> Lack of Action Finding funding for implementation Opposing viewpoints between Reservation entities Inability to adequately accommodate the increase in visitors to the Reservation Investing money to increase visitation to the Reservation Not seeing a return-on-investment Environmental concerns from increased people, traffic, waste production, increased water demands and increased development projects etc. Environmental constraints i.e. water supply

RESERVATION TOURISM PLAN GOALS

- Promote, protect, and enhance the natural and cultural assets of the Reservation while maximizing the benefits to its residents.
- Promote greater awareness of the Reservations' recreational resources, especially the Trail of the Coeur d'Alenes.
- Develop a Coeur d'Alene Tribal Cultural Center.
- Utilize a tourism economy to sustain economic growth for residents on the Reservation.
- Implement the Coeur d'Alene Reservation Tourism Plan to increase Reservation tourism visitor traffic, and through it, local economic development.
- Engage Reservation residents and businesses in the implementation of the tourism plan.
- Address Tribal tourism and recreation professional development, workforce availability.
- Develop a network of trained guides and historians to lead Reservation tours.
- Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.
- Increase tourism coordination, cooperation, and communication in the Benewah and Kootenai County market areas.
- Prepare Reservation community action plans and expand visitor services.
- Create tourism and hospitality infrastructures within the Reservation's communities.
- Integrate the arts into the Reservation's communities to create physical environments where residents and visitors can enjoy art in their daily lives.
- Begin an ongoing tourism data collection and analysis effort.

EXISTING DESTINATIONS AND ATTRACTIONS

The following inventory describes the Reservation resources for tourism development. They include a rich collection of facilities, diverse landscapes, communities, and notable cultural places.

Coeur d'Alene Casino

(www.cdacasino.com)

The world-class gaming facility located at the crossroads of US 95 and Idaho 58 offer's five restaurants and two



*Coeur d'Alene Casino & Spa Towers at US 95 & Idaho 58.
Credit: Coeur d'Alene Casino*



Special events are held at the Stensgar Pavilion near the Casino. Credit: J. Bertram

hotels, the Mountain Lodge and Spa Tower Hotel which provide 300 rooms total. The two hotels attracted over 150,000 guests in 2012. Amenities include Spa Ssalwa'q'n, a 5,000 seat multi-purpose space and the Chinook Meadow Nature Trail. A well-landscaped parking area, shuttle bus stop, CityLink stop, nearby Conoco station, and attractive entrance fountain and sculpture, complement the resort. The first-class Circling Raven Golf Course is adjacent to the casino.

Today the destination resort experience provides a welcoming environment for visitors and is the Reservation's primary tourist attraction. The Tribal business began in 1993 for bingo players and underwent major expansions in 1999 and 2010. Tribal gaming employs more than 1,000 people, making it one of the largest employers in the region. The Casino generates profits that fund Tribal programs, creating economic development and diversity. Designed to reflect the Coeur d'Alene Tribe's respect for their ancestral lands and heritage, the Skycatcher Lobby serves as a gathering space and provides exhibits and video that share the history of the Tribe.

Circling Raven Golf Club

This course is owned and operated by the Coeur d'Alene Tribe, and is part of the Coeur d'Alene Casino. Designed by Gene Bates, Circling Raven has consistently been rated as one of the top resort courses in the country. *Golf Digest* and *Golf Magazine's Top 100 Courses in the World* have rated it in their Top 100. The 7,189-yard, par 72 course meanders through 620 visually stunning acres adjoining the Coeur d'Alene National Forest. The 18-hole course was created from a unique blend of wetlands, grasslands, and woodlands. The course's five sets of tees ensure a challenging round for players of all levels. Greens fees are all-inclusive, and include a cart with GPS plus unlimited range play. Amenities include a 6,500 square foot clubhouse including the



*World-class Circling Raven Golf Club.
Credit: Circling Raven Golf Club*

Twisted Earth Grill and full service bar. The course is a member of the Idaho Golf Trail. (www.visitidaho.org/org/golf)

Trail of the Coeur d'Alenes

The Trail of the Coeur d'Alenes (www.friendsofcdatrails.org) western trailhead is located at Plummer's Veterans Memorial Park and extends a spectacular 73.2 miles east to Mullan, Idaho.



Plummer Trailhead for Trail of the Coeur d'Alenes.

Credit: Estar Holmes

Opened in 2004, the trailhead is known as Hn'ya' pqi'nn (Gathering Place). The 10-foot wide asphalt trail features scenic waysides, numerous trailheads, interpretive signs, and is ideal for road/mountain cyclists, walkers, or in-line skaters. In winter months the trail supports Nordic skiing and snowshoeing. The first 14.5-miles are within the Reservation beginning with the forested Plummer Creek Canyon for six miles, then to Heyburn Park and the Lake Coeur d'Alene, crossing the 3,100-foot Chatcolet Bridge trestle to the east

shoreline of the lake for 7 miles to Harrison. Trailheads on the Reservation are named in the Tribe's native language. The Tribe manages the portion of the trail within the Reservation between Plummer and Harrison. The Tribe and state parks co-manage the section in Heyburn State Park. A Recreation Management Program within the Tribe's Lake Management Department is responsible for the overall management and the day-to-day operations and maintenance of this trail. From Harrison, the trail continues to Cataldo, near the Cataldo Mission and ends at Mullan. The scenic rail trail, conceived of and spearheaded by the Tribe is the collaboration of the Tribe, Idaho Department of Parks and Recreation, and Union Pacific Railroad.

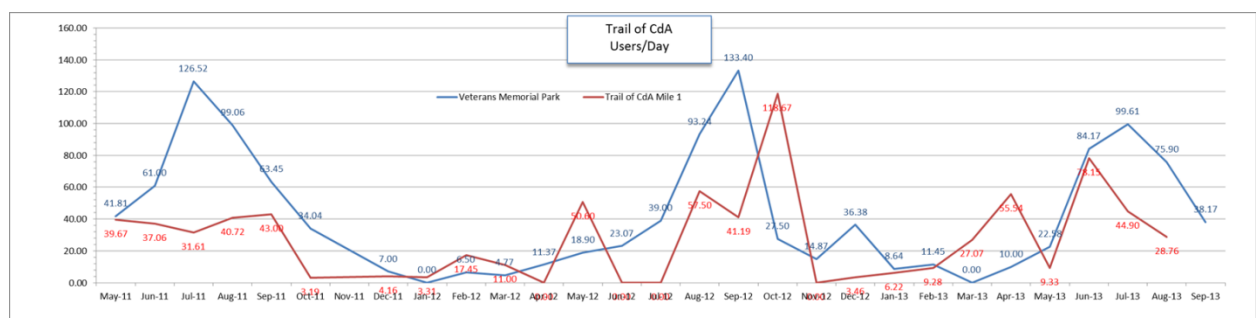


Figure 1. Trail of the Coeur d'Alenes Use Activity

Source: Coeur d'Alene Tribe Recreation Management

Note: Data can be eschewed by wildlife triggers to the counter as well as round-trip trail visits.

Nearby Trail Potential Connections

The opportunity exists to eventually connect the Trail of the Coeur d'Alenes westward to the John Wayne Pioneer Trail, starting in nearby Tekoa, Washington. Another opportunity exists to the east,

connecting to the world class Route of the Hiawatha. A three-state scenic trail system would provide an exceptional and memorable experience.

John Wayne Pioneer Trail: The John Wayne Pioneer Trail follows the former railway roadbed of the Old Milwaukee Road for 300 miles. The mountain bike and horse trail honors the John Wayne Pioneer Wagons and Riders Association for their assistance in creating the trail. The former roadbed was acquired by the State of Washington and is used as a non-motorized recreational trail managed by the Washington State Parks and by the Washington State Department of Natural Resources.

The Route of the Hiawatha: The Route of the Hiawatha is a 15-mile trail on the abandoned Old Milwaukee Road railroad grade. It starts about two miles from the former town of Taft, Montana (I-90 Exit 5) and ends at the North Fork of the St. Joe River, nine miles north of Avery, Idaho. It has been called one of the most scenic rail-trail routes in the country. The route passes over seven trestles, some more than 200 feet high, and through nine tunnels in the rugged Bitterroot Mountains. Nearby communities have experienced an economic boost as a result of increased tourism in connection with the rail-trail. A concessionaire under a USFS Special Use Permit operates the seasonal trail in the Idaho Panhandle National Forest. Trail tickets, shuttle tickets, rental bikes, helmets and lights, food service, souvenirs, maps and information are available at Lookout Pass Ski Area adjacent to I-90 on the Idaho-Montana border.

Heyburn State Park

Heyburn State Park is the oldest state park in the Pacific Northwest. Created in 1908, it is comprised of 5,500 acres of land and 2,300 acres of water. The park entrance and visitor center are located 6 miles east of Plummer on Idaho 5. The forested park includes three lakes: Chatcolet, Benewah, and Hidden Lakes, with the St. Joe River meandering along the eastern boundary. Features include three campgrounds, trails, marina, boat ramps, and docks. Activities include camping, wildlife viewing, fishing, swimming, biking, hiking, horseback riding, and boating.



Guided canoe trips and free interpretive programs are available in the summer. The park has 20 miles of trails for hikers, mountain bikes and horseback riders. The Indian

Cliffs trail climbs through scenic stands of pine, fir, cedar, hemlock, and Pacific yew. From the top one gets a good view of the lakes and St. Joe River. A one-mile Civilian Conservation Corps (CCC) nature trail intersects park headquarters. The park contains a number of rustic structures constructed by the CCC in the late 1930s and listed on the National Register of Historic Places. Constructed of peeled tamarack and douglas fir logs, cedar shake roofs and random coursed stone, they include a lodge at Rocky Point, residences, picnic shelters, cook stove shelters, restrooms and toilets. Extensive marshes and riparian-lined shallow lakes provide important stopover and nesting habitat for waterfowl, great blue heron, and osprey. Overnight accommodations include tent and RV camping, rustic cabins, and cottages.



*Rocky Point Beach postcard ca. 1940.
Notice the rental rowboats.*

Operated by the Idaho Department of Parks and Recreation, the park is open year-round, sunrise to sunset, and charges an access fee.

McCroskey State Park

Dedicated in memory of pioneer women, Mary Minerva, McCroskey State Park has a forested Skyline Drive that offers spectacular views of the Palouse prairie, farmland, and distant mountains. Virgil T. McCroskey devoted his life to preserving trees and scenery, purchasing 4,500 acres of cedar, pine, and fir. In 1954, he donated and endowed this magnificent state park, and maintaining and enlarging it for 16 more years until his death at age 94.

Access is free and reached west of DeSmet, traveling about 5 miles on a one and one-half lane unimproved road. Snow may limit vehicle access in winter months. At the summit, Skyline Drive is an 18-mile road connecting the north and south entrances of the park. No services are provided, but several camping areas include tables, fire rings, and toilets. One of the attractions is the variety of wildflowers found in the park. There are a number of hiking, biking, horse, and OHV trails. For those seeking solitude and bird watching (ruffed Grouse and western bluebirds), the remote scenic site provides a pleasant adventure. Staff from Heyburn State Park operates the park. The park is featured on Historic Marker #424 along US 95 at milepost 371.7.



*Panoramic view from McCroskey State Park.
Credit: Idaho Travel Council*

Coeur d'Alene's Old Mission State Park (Off-Reservation)



*Old Mission postcard
The oldest building in Idaho*

This historic site contains the oldest building in Idaho. Catholic missionaries and members of the Coeur d'Alene Tribe constructed the Mission of the Sacred Heart between 1850 and 1853. Listed on the National Register of Historic Places, the site gives visitors an opportunity to examine the dynamics and complexities between Jesuit missionaries and the Tribal people who settled in this beautiful setting. The park, which is managed by the Idaho Department of Parks and Recreation, features the Sacred Heart Mission church, a restored Parish House, a historic cemetery and interpretive trails. The visitor center includes a gift shop and an award-winning exhibition, "Sacred Encounters: Father DeSmet & the Indians of the Rocky Mountain West." This multimedia exhibit commemorates the pivotal encounter of Jesuit missionaries and Salish-speaking tribes of the Inland Northwest. A \$5 per person or \$10 per family fee is charged for the exhibit. An entrance fee to the park is \$5 per vehicle. The park also offers picnic areas, interpretive trails, and a boat ramp. More than 80,000 people visit the site annually. The Feast of the Assumption, an annual pilgrimage to the park occurs on August 15.

Formally owned by the Catholic Diocese of Boise, the site was conveyed to the Coeur d'Alene Tribe in 2002. Historically called the Old Mission Landing, the site was the head of steamboat navigation

serving as the demarcation point for miners headed to the gold fields and later for passenger excursion cruises. The park via I-90 is located 28 miles east of Coeur d'Alene and near the Trail of the Coeur d'Alenes and the Coeur d'Alene River. Historic Marker #42 on Idaho 3 at milepost 92.4 tells the mission story.

Lake Coeur d'Alene

Today a recreational playground, the natural lake spans 25 miles in length and ranges from 1 to 3 miles in width with over 109 miles of shoreline. The Missoula Floods, 12,000 to 15,000 years ago, formed Lake Coeur d'Alene. Primarily two rivers, the Coeur d'Alene and the St. Joe feed the Lake. The Lake, controlled by the Post Falls Dam 9 miles below the lake on the Spokane River outflow, varies from 2,128 feet above sea level in the summer and is as much as 7 feet lower in the winter. The average temperature of the Lake between June and September is 68 degrees.

The Coeur d'Alene Tribe's ownership of the southern third of Lake Coeur d'Alene has been upheld by the United States Supreme Court. In 2001 the *United States versus Idaho*, the United States Supreme Court held that an 1873 executive order issued by Ulysses S. Grant retained ownership to the Tribe.



Sailboat and mountain bike on Lake Coeur d'Alene
Credit: Estar Holmes

Historically, the St. Joe and Coeur d'Alene Rivers were crystal clear with silver beeches and cottonwoods on both banks arching overhead. Prior to the construction of the Post Falls Dam in 1906, the area surrounding the Chatcolet Bridge was lush marshland and wetland habitat. Several lakes lay alongside the St. Joe River channel in this area. They are Hidden, Round, Benewah and Chatcolet Lakes.

Overnight Reservation Accommodations

Reservation accommodations are listed in Table B. Excellent overnight Reservation accommodations can be found at the Mountain Lodge Hotel and Spa Hotel at the Coeur d'Alene Casino Resort. Most rooms or campsites are booked in the summer months. For the savvy traveler, finding local accommodation in private homes or unique places like tree forts can be found at either www.airbnb.com or www.vhbo.com

Table B - Reservation Accommodations

Hotel/Motel/Cabin	Location	Room/Cabin Units	# RV Units	Campsites
CDA Casino Resort	Worley	300		
Heyburn State Park	Plummer-Hwy 5	5	57	73
Hiway Motel	Plummer	15		
Sun Meadow Family Nudist Resort	Worley	12	47	
Conkling Marina/Resort	Worley		12	17
H2H Bison Ranch	Worley	1		5
Pines Motel off-Reservation	St. Maries	28		
St. Maries B&Bs off-res.	St. Maries	6		
TOTALS		367	116	95

Other Reservation Attractions

Conkling Marina & Resort: Full service marina with 211 boat slips, kayak rentals, Steamboat Grill Restaurant, RV spaces, and campsites. Located on Lake Coeur d'Alene 7.5 miles east of Worley on Conkling Road. info@conklingmarina.net

Lavender Farm – Coon Creek Road: Experience the lavender fields in full bloom, the aroma, the color, and pick a bouquet. Enjoy the harvest of this captivating herb and learn the benefits of using and cooking with lavender. Seasonal access.

H2H Bison Ranch: The bison roam on 35-acres of timbered land. Tours, cabin and RV spaces. Bison meat and live bison for sale. Located on Ditmore Road near Worley. h2hbisonranch@wildblue.net

Coeur d'Alene Wapiti Ranch: Elk Ranch with viewing, Elk meat and antlers for sale. Located just north of the Reservation on US Hwy 95 and Rockford Bay Road. cda.elk@gmail.com

Reservation Communities

Plummer: The City is in the heart of the Reservation and is the location of the Tribal Headquarters, with a population of more than 1,000 in the 2010 census. The City offers a number of services, restaurants, and a motel. A city park and community building is located at 6th and Cedar streets and a new public library is nearby. A new fire station serves the community. The Veterans Memorial Park serves as the western trailhead for the 73-mile long Trail of the Coeur d'Alenes. The elementary, junior high, and high schools are located on Elm Street. Plummer is the location of KWIS Radio, 88.3 FM, a non-commercial, educational Native American community radio station. The station is dedicated to preserving the culture, language and history of its Tribal members and bridging the gaps between Native and non-Native communities. KWIS strives to educate and create cultural awareness.



*View of Plummer, Veterans Memorial Park and Wellness Center on right.
Credit: J. Bertram*

The Tribe has embraced education and health care with the opening of the Benewah Medical Center in 1990. The center was recognized as a national model for Indian health care and rural health care. The clinic provides comprehensive primary care services including dental, mental health, and community health outreach services to both the Native American population and general community. The Wellness Center opened in 1998, with the public welcome to enjoy the large pools, spa, steam room and exercise equipment for a moderate fee.



*Plummer Senior High School.
Credit: J. Bertram*

US 95, Idaho 5 and the St. Maries River Railroad serve Plummer. The Tribe operates the Benewah Automotive Center, the Benewah Market, and Do It Best Hardware. Recent improvements to the Plummer wastewater treatment plant allow for future growth. The Plummer Community Action Team and Pathways Community Development Corporation have been working to enhance the City. The One Sky/One Earth Food Coalition is working to make it easier for individuals on the Reservation to make good food choices.

Worley: The small, rectangular shaped town had a population of 257 in the 2010 census. US 95 passes through the center of the City where a number of businesses are located. The City features a new city hall, senior center and post office. The Tribe recently built the Worley Long House for meetings and events. The Worley Historical Society is pursuing a local historical museum. A block size city park is located at Second and G streets. The City has been experiencing growth with the opening of the Coeur d'Alene Casino four miles to the northwest.



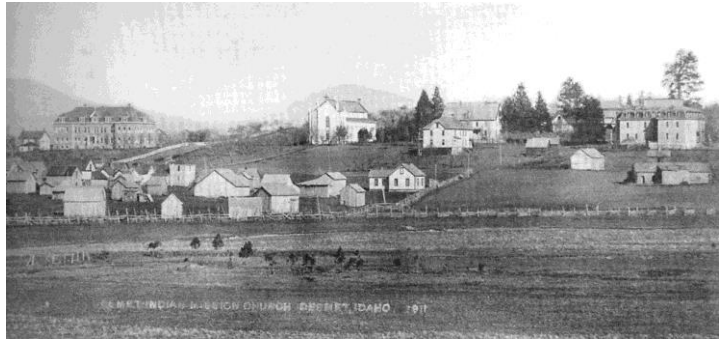
Worley Grain Elevators along US 95. Credit: J. Bertram



*Worley Tribal Long House.
Credit: J. Bertram*

Worley is surrounded by farmlands of bluegrass, wheat, oats, lentils and peas with large grain elevators reflecting the town's agricultural history. The extended community stretches to Lake Coeur d'Alene where bay homes are nestled among the lake's forested shores.

DeSmet: The oldest community on the Reservation, DeSmet was established in 1878 when Jesuit missionaries and Tribal members began farming there. It is named after Father Pierre DeSmet. In 1881, the Sacred Heart Mission was built. Unfortunately, it burned in 1939. During June and July tribal members dug camas roots just south of the community. The community grew and a number of small wooden homes were built. In 1892 an imposing three-story brick school and convent was constructed and run by the Sisters of Charity of Providence to provide an education for girls on the Reservation. The school was closed in 1974, and for a period it housed



the Tribal Department of Education. This historic building burnt in 2011. Today DeSmet is unincorporated and purely a Tribal community. With a population near 200, the community consists of Tribal housing, a K-8 Tribal School, DeSmet Long House (AKA the Evan Abraham Long House), which is used for weddings, funerals and special events, and the Sacred Heart Church. A paved pathway extends north from DeSmet Road to Tensed. Idaho Historic Marker # 248 at milepost 381.1 on US 95 provides a brief history of the community.

DeSmet in 1911 with Jesuit school on left, Sacred Heart Mission center, and Tribal homes in foreground. Credit: CDA Tribe



Former DeSmet Cash Grocery. Credit: CDA Tribe Historic Photo Exploration, Project #2528 Connley Collection

Tensed: This small city, with a population of 123 in the 2010 census, is bisected by US 95 and features a several small stores, a library, community building, post office, and a city park near 2nd and D Streets. The name is a reversal of DeSmet, but because of a postal error it came out Tensed. Hangman Creek passes through the southern end of the city.

Area Communities

Coeur d'Alene: With a population of more than 44,000, the City of Coeur d'Alene on the northern shore of the lake is a hub of a tourism and resort activity. An attractive downtown features numerous shops, restaurants, and overnight accommodations, the Museum of North Idaho, and the College of Northern Idaho, on the site of the former Fort Sherman. Fort Sherman opened in 1878 and was abandoned in 1901. The fort chapel, officer's quarters, barracks, and powder house remain with little alteration.

Harrison: Located 28 miles south of I-90 on the Lake Coeur d'Alene Scenic Byway Highway 97, Harrison is undergoing a tourism revival. The city features a historic district with several restored buildings and a number of retail establishments. The city park offers a public beach and county docks. Two businesses rent boats, canoes, kayaks, and stand-up paddleboards. The city trailhead for the Trail of the Coeur d'Alenes has helped make it a busy summer getaway. The city's urban renewal agency is upgrading its waterfront and the 2010 census found a population of 203.

Incorporated in 1899, it was one of the largest cities on Lake Coeur d'Alene due to a large wood mill and stop for mining and passenger steamboats. A major fire destroyed much of the city in 1917.

St. Maries: Located on the St. Joe River, it is the county seat and the largest city in Benewah County with a population of 2,402. Portions of St. Maries are located on the Coeur d'Alene Reservation. An active city center provides numerous shops and services. Eleanor Park, adjacent to Idaho 5, offers baseball, tennis, swimming, and a children's play area. St. Maries Aqua Park along the St. Joe River provides boat docks, picnic area and boat ramp. East of the city along Idaho 5 is the Benewah County Fairgrounds, with forested park, Mullen Trail monument, former steam engine, campground, and RV dump. St. Maries Regional Airport is located north of the city off of Idaho 3. With its 1908 depot intact and a number of passenger cars available, the St. Maries River Railroad has the potential to create a scenic railway to Plummer.

Reservation Special Events

Each year a number of special events on the Reservation increase visibility, awareness, and off-season attendance. Each community celebrates a founder's day every summer marketed under a Reservation-wide celebration called Westside Rendezvous.

Table C - Reservation Special Event Calendar

Event	Date	Location
Casino Stick Game Tournaments	April, July and November	Casino
Casino Pow Wow	March 22	Casino
St. Joe River Marathon	June 8	St. Maries (off-Reservation)
Worley Festival	2 nd Week in July	Worley
Plummer Days	1 st -3 rd Week of July	Plummer
Julyumsh	3 rd Weekend of July	Post Falls*
Feast of the Assumption	August 15 th	Old Mission State Park
Paul Bunyan Days Celebration	Labor Day Weekend	St. Maries (off-Reservation)
MS Bike Ride on Trail of CDA's	September	Trail of the CDA's
Water Potato Day	October	Lake CDA
Winter Blessing	November 30 th	Casino

*Consider moving to Plummer or Casino

TOURISM DEMOGRAPHICS EXECUTIVE SUMMARY

The purpose of the demographic chapter has been to present national, state, and local tourism characteristics and to describe the regional market for tourism.

The national travel market has had a significant impact on the U. S. economy. In 2012 the travel industry travel accounted for more than two trillion dollars of the U. S. Economy. It contributed more than 14 million jobs and provided nearly \$129 billion in tax revenue.

Tourism in Idaho was a \$3.4 billion industry employing more than 26,000 in 2010. Tax revenue from the industry was nearly 500 million dollars that year. Leisure travel accounted for more than 80 percent of all visitor trips in Idaho. About four percent of all tourist trips were to casinos and resorts.

Most tourists were from Idaho, were between 25 to 44 years old, and had incomes between \$25,000 and \$50,000. Even excluding the amount spent for lodging, the overnight guest spent nearly double the amount of the day tourist.

Major tourism draws on the Reservation are the Coeur d'Alene Casino and Heyburn State Park. The resort's hotel had over 150,000 guests in 2012. Spokane is the hotel's primary market. Summer traditionally has been the busiest season at the resort.

Nearly two-thirds of the Casino's guests in 2012 were from within a 60-mile radius. Summer months, especially July and August, were the busiest at the casino.

The park had more than 175,000-day users and about 8,000 occupied nights in 2010. About three-fourths of the parks visitors were from Idaho and Washington. Summer also has been the park's busiest season.

The three state regional market area for the Tribe including Idaho, Montana, and Washington contained about 9.5 million persons in 2012. Its population is younger with 20 percent under 15 years of age. About one-half of the population was married. The largest concentration of households was in the 50 thousand to 75 thousand dollar range. Employment was concentrated in the service industry.

"Multigenerational" travel is a potential submarket for tourism. Persons over 65 are interested in taking their grandchildren with them on a trip.

Recommendations are found at the end of the chapter. They include extending the length of the tourist season and of the visitor's stay, marketing the multigenerational tourist, and potentially purchasing more detailed tourism demographics.

TOURISM DEMOGRAPHICS

Purpose and Overview

The purpose of the demographic chapter is to present national, state, and local tourism characteristics and to describe the regional market for tourism. The chapter begins with an overview of national travel information. The impact of the travel industry on Idaho's economy and characteristics of Idaho visitors are discussed in the next section of the chapter. Some demographics and characteristics of local tourists are presented. The chapter then highlights 2012 tourism demographics in the region consisting of Idaho, Montana, and Washington. Recommendations are included in the final section of the chapter.

National Tourism and Travel Characteristics

More than 1.6 billion trips taken in the United States in 2012 according to the U. S. Travel Association were for leisure travel and accounted for 75 percent of all trips. The top leisure travel activities for U. S. travelers were visiting relatives, shopping, visiting friends, enjoying fine dining, and going to the beach.

The national travel market has a significant impact on the U. S. economy. In 2012, travel accounted for \$855.5 billion in direct spending (Table 1). The largest single expenditure was for food and food services, which was almost one-fourth (\$201.4 billion). Public transportation, auto transportation, and lodging; each were about 20 percent of total travel expenditures.

Table 1: National Tourism Expenditures, 2012

Activity	Billions of Dollars	Percentage Total
Food Services	\$201.4	23%
Public Transportation	\$162.8	19%
Lodging	\$158.4	19%
Auto Transportation	\$155.0	18%
Recreation and Entertainment	\$89.7	11%
Retail	\$88.2	10%
Total	\$855.5	100.00%

Sources: Intermountain Demographics and U. S. Travel Association

Almost 70 percent of total travel expenditures were for leisure travel (about 600 billion dollars). Business travel was about 30 percent of total travel expenditures. When indirect travel expenditures were added to direct expenditures, the travel industry's total economic impact on the overall U. S. economy was two trillion dollars.

Nearly eight million persons directly were employed in the national travel industry in 2012. Over 70 percent of those jobs were in the leisure travel sector of the industry. Direct travel wages were slightly more than \$200 billion that same year. Travel employment in the U. S. exceeded 14 million jobs when indirect employment was added to direct travel employment.

Total tax revenue generated by the travel industry was 129 billion dollars for local, state, and national government. Nearly 70 percent of that revenue was produced by leisure travel.

Idaho Tourism and Travel Characteristics

The U. S. Travel Association reported that tourism in Idaho was a 3.4 billion dollar industry employing more than 26,000 persons in 2010. The industry accounted for nearly 500 million dollars in local, state, and federal taxes.

In a survey conducted for the Idaho Department of Commerce, slightly more than 80 percent of all tourist trips were for leisure activities (EMSI & Drake Cooper, 2011). Business trips accounted for more than 10 percent of all trips. The remaining trips were for a combination of leisure and business activities.

The survey also found that the largest percentage of trips was taken by a party of about three persons. Idaho travelers spent slightly four and one-half nights away from home on a trip, about a day longer than the U. S. tourist.

The main purpose of leisure trips was to visit friends and relatives. Outdoor activities and touring in Idaho accounted for about one-quarter of all leisure trips. Another analysis of tourism completed for the Department of Commerce stated that outdoor activities were Idaho's *unique* activity (Shifflet & Associates, 2007). Nearly four percent of all trips to Idaho were to casinos and resorts.

The main activity undertaken while in Idaho was shopping (Table 2). More than one-third of all tourist activities were for shopping. Perhaps, this could be interpreted to mean more shopping opportunities should be made available on the Reservation. Fine dining was the next highest tourist activity and was 20 percent of all tourist activities. Casinos and gaming represented 10 percent of total tourist activities.

Table 2: Idaho Tourism Activities, 2011

Activity	Percentage Total
Shopping	34%
Fine Dining	20%
National/State Parks	18%
Landmark/Historic Site	18%
Casino	10%
Total	100%

Sources: Intermountain Demographics and Idaho Department of Commerce

Tourism travel by in-state residents was the largest sector of all Idaho visitors (Table 3). Slightly more than one-third of all tourist trips in the state were taken by Idaho residents. Many of the tourists visiting Idaho were from adjacent states, with Washington residents comprising 17 percent of all visitors. Utahns were eleven percent of all Idaho tourists and Californians were seven percent of all Idaho tourists. The remaining 25 percent of tourists were from various states, with no state accounting for more than five percent of all visitors.

Table 3: State of Origin, 2011

Origin	Percentage Total
Idaho	35%
Washington	17%
Utah	11%
California	7%
Montana	5%
Total	75%

Sources: Intermountain Demographics and Idaho Department of Commerce

Summer traditionally has been the busiest travel season in Idaho. More than one-third of all trips in Idaho occurred from July through September.

The travel and tourism survey completed for the Department of Commerce showed a breakdown between tourists visiting the state for one day and those staying overnight. Day trip tourists and overnight guests were similar in age (Table 4). The highest percentage of tourists was between 25 and 44 years old. Nearly 40 percent of all tourists were in that age group. Persons aged 45 to 64 accounted for about one-third of all tourists. When combined, those two age groups accounted for slightly more than 70 percent of day and overnight trips.

Table 4: Age of Traveler, 2011

Age Group	Day Trip	Overnight Trip
18 to 24	15%	16%
25 to 44	37%	39%
45 to 64	34%	33%
65 and Over	14%	12%
Total	100%	100%

Sources: Intermountain Demographics and Idaho Department of Commerce

Tourists over 65 years old were in the age group least likely to travel to Idaho. That age group represented almost 15 percent of all day trip travelers and slightly more than 10 percent of all overnight visitors. However, that market share is likely to shift in the future. 2011 was just the beginning of the baby boom generation (those persons born between 1946 and 1964) had just turned 65. About 77 million Americans will be turning 65 over the next 20 years and represents “a glut of potential customers” (USA Today, 2014).

Income is a key variable in identifying tourism demographics. The number of tourists or trips by persons in an income range may determine which types of activities to promote.

About 37 percent of all day travelers had annual incomes between \$25,000 and \$50,000 and was the largest income group for day trips (Table 5). When combined with the overnight tourists, that income range accounted for more than two-thirds of all trips. One-fourth of the day trip tourists had

incomes between \$50,000 and \$75,000. More than 20 percent of day tourists had incomes over \$75,000. That income category contained the highest percentage of overnight guests with one-third of all tourists.

Table 5: Income of Traveler, 2011

Income Range	Day Trip	Overnight Trip
Under \$25,000	17%	15%
\$25,000 to \$50,000	37%	31%
\$50,000 to \$75,000	25%	21%
Over \$75,000	21%	33%
Total	100%	100%

Sources: Intermountain Demographics and Idaho Department of Commerce

Tourism per person expenditures were different for the day trip and overnight trip tourists (Table 6). Retail spending was the largest expenditure category for the day trip tourist and averaged 19 dollars per trip. Food and beverage, at 13 dollars per trip, was the next largest expenditure.

Aside from lodging at 37 dollars a night, the highest expenditure for the overnight guest was food and beverage totaling 31 dollars. Retail was the second highest purchase and was 25 dollars per trip day. Even when not considering lodging, the overnight guest spent nearly double (94 dollars) the amount spent by the day trip tourist (48 dollars).

Table 6: Idaho Tourism Per Individual Expenditures, 2011

Activity	Day Trip	Overnight Trip
Lodging	--	\$37.00
Retail Purchase	\$19.00	\$25.00
Food and Beverage	\$13.00	\$31.00
Transportation	\$8.00	\$22.00
Recreation and Entertainment	\$8.00	\$16.00
Total	\$48.00	\$131.00

Sources: Intermountain Demographics and Idaho Department of Commerce

Local Tourism and Travel Characteristics

Major tourism attractions in the area are the Coeur d'Alene Casino Resort and Heyburn State Park. These are discussed because travel data were available.

Coeur d'Alene Casino Resort

Hotel – The hotel portion of the resort attracted over 150,000 guests in 2012 for an average of slightly more than 13,000 guests per month. The average of guest party size consisted of slightly fewer than two persons staying for just under two nights (compared to the state average of a party size of about three persons staying more than four nights). Summer is the busiest season at the hotel.

Hotel guests primarily were female, accounting for well over half of all guests. The age range most attracted to the hotel was between 45 and 65 years of age. A portion of the summer crowd consisted of boaters while a portion of the winter crowd were snowbirds. Spokane was the hotel's primary market.

Casino – The summer months, particularly July and August, were the busiest season at the casino.

Over half of carded players were female. Nearly 50 percent of all players accounted for 56 percent of all carded players. Nearly 50 percent of all unique carded players were over 55 years of age. Nearly two-thirds of all carded players were from within 60 miles or about an hour's drive from the casino.

Heyburn State Park

In 2010 Heyburn State Park had 175,418 day use visitors and 8,029 occupied nights (Table 7). The number of day use visitors was down about five percent from the previous year's total of 185,139 visitors. Summer from June through September is the park's busiest season. July was the peak month for visitation with more than 35,300 visitors in 2010.

Table 7: Heyburn State Park Day Use Visitation, 2010

Month	Day Use Visitation
January	6,382
February	6,733
March	9,078
April	10,061
May	15,213
June	20,969
July	35,507
August	25,580
September	20,904
October	12,598
November	7,770
December	4,623
Total	175,418

Sources: Intermountain Demographics and Idaho Department of Parks and Recreation

Slightly more than 40 percent of all park visitors were from Idaho. Another 37 percent were from nearby Washington. California accounted for 18 percent of total attendance. More than one-half (45 percent) of the Idaho visitors were from the Boise area. An additional 42 percent resided in northern Idaho.

The 2012 Regional Market Area

Several regional demographics relevant to the tourism industry have been included in this analysis. They are: age, marital status, income, occupation, and educational attainment. The region included Idaho, Montana, and Washington. Data were obtained from the U. S. Census Bureau's 2012 American Community Survey.

Age - The three state region contained almost 9.5 million persons in 2012 (Table 8). Washington had the highest population with nearly seven million while Montana had the lowest population at 1.5 million. Idaho's population was 1,595,700 in 2012. The female to male population composition of the population was nearly even at 50 percent.

Table 8: Regional Market Area Population by Age, 2012

Age Group	Population	Percentage Total
Under 15	1,859,942	20%
15 to 25	1,292,524	14%
25 to 35	1,304,985	14%
35 to 45	1,226,571	13%
45 to 55	1,310,141	14%
55 to 65	1,226,483	12%
65 and Older	1,277,235	13%
Total	9,497,881	100%

Sources: Intermountain Demographics and U. S. Census Bureau

The largest population concentration was the under 15 age group and contained 20 percent of the region's population. The balance of population was distributed nearly evenly by age group. Median age ranged from 35.5 in Idaho to 40.2 in Montana.

Over one-fourth of the region's population (more than 2.5 million persons) was in the 45 to 65 year old age range, the group most likely to be guests at the hotel resort. That also is the group that will be over 65 during the next 20 years. The 25 to 45 year olds also were about 25 percent of the regional population. This is the group that will be accumulating wealth as they grow older and may represent a future travel market. The 65 and older age group had nearly 1.3 million persons and represented another 13 percent of the region's total population. This group is "the wealthiest, most educated, and most well-traveled generation in U. S. history" according to the Arizona Office of Tourism.

Marital Status – Slightly more than one-half (52 percent) of the population older than 15 years old were married in 2012. That percentage was nearly the same for each state. About 15 percent were separated or divorced. Thirty percent of the regional population had never married.

Income – The \$50,000 to \$75,000 income range contained about 700,000 households, the most in the region and accounted for slightly less than 20 percent of all households (Table 9). The second largest number of households, more than 500,000 households and 14 percent of the regional total

were in the \$35,000 to \$50,000 income range. More than 20 percent of the region's households (nearly another 500,000 households) had incomes exceeding \$100,000 in 2012.

Table 9: Regional Market Area Household Income and Benefits, 2012

Income Range	Households	Percentage Total
Under \$15,000	420,434	11%
\$15,000 to \$25,000	374,406	10%
\$25,000 to \$35,000	371,267	10%
\$35,000 to \$50,000	514,983	14%
\$50,000 to \$75,000	699,845	20%
\$75,000 to \$100,000	455,494	13%
\$100,000 to \$150,000	480,080	13%
\$150,000 to \$200,000	165,828	5%
Over \$200,000	146,524	4%
Total	3,628,861	100%

Sources: Intermountain Demographics and U. S. Census Bureau

Median household income ranged from about \$45,000 in Idaho and Montana to slightly more than \$57,000 in Washington. Per capita income was \$22,050 in Idaho, \$25,180 in Montana, and \$29,860 in Washington.

Occupation – Total employment in the region was about 4.4 million in 2012 (Table 10). The largest concentration of employment was in Washington with more than 3.2 million, followed by Idaho with more than 710,000 and Montana with 482,000.

Table 10: Regional Market Area Employment by Industry, 2012

Industry	Employment	Percentage Total
Agriculture and Resources	162,667	4%
Construction	280,672	6%
Manufacturing	435,583	10%
Wholesale Trade	122,766	3%
Retail Trade	510,802	12%
Transportation and Utilities	222,154	5%
Information	92,029	2%
Finance, Insurance and Real Estate	230,383	5%
Professional Services	503,419	11%
Education, Health, and Social Services	956,261	22%
Recreation, Lodging, and Food Services	419,247	9%
Other Services	211,034	5%
Public Administration	250,030	6%
Total	4,397,047	100%

Sources: Intermountain Demographics and U. S. Census Bureau

Slightly less than one-half of all regional employment was in the service industry (2,100,000 employees). The education, health, and social services industry had the greatest number of employees (more than 950,000) and represented about 22 percent of the region's total employment. Retail trade (more than one-half million employees) and manufacturing with 436,000 employees each accounted for about 10 percent of total regional employment.

Educational Attainment – 40 percent of the region, more than 2.5 million people, had either associate, bachelor, or graduate degrees. Another 26 percent had at least some college. One-fourth of the region's population, more than 1.5 million people, were high school graduates.

2014 Forecasts and Trends

Specific travel demographics (such as number of total visits, age of tourist, income, length, destination) are proprietary information and are available for sale. Some of that information would be useful if a tourism marketing program is established.

Several more general travel characteristics for 2014 were available from national travel associations. “Multigenerational” travel is a potential submarket for tourism. That category includes older baby boomers with time and money to spend on travel and their grandchildren. Nearly 21 million people took a multigenerational trip in 2011 in a Preferred Hotel Group survey. According to JWT Intelligence market report other travel trends in 2014 include:

- Experience Wanted – In their recent survey, more than 70 percent of all travelers preferred to spend money for an experience instead of a material object.
- Age of Impatience – People will pay a premium for speed and convenience.
- Rage Against the Machine – Some travelers want to give up their technical gadgets, at least for a while.
- Mindful Living – The emphasis is on reducing stress in one's life.
- Privacy Please – Consumers want to make sure that their personal data are private and protected.
- Proudly Imperfect – An authentic experience is preferable to a “cookie cutter” experience.

Demographics Based Recommendations

Recommendations have been based on the tourism planning meeting held in November 2013, on the data and information contained in this chapter, and on analysis of other tourism plans. They include:

Extending the length of the tourism season – July through September traditionally has been the height of the tourism season. Additional activities should be planned for June and October to lengthen the season. Indoor activities should be provided for the remainder of the year.

Extending the length of the visitor's stay – Overnight visitors spend more than double the amount of day trip visitors, even when lodging is excluded. Methods to extend the trip visit would generate additional employment and income in the area.



*Benewah Medical Center in Plummer.
Credit: J. Bertram*

Marketing the multigenerational tourist – The older age groups are the primary visitors to the areas. The number of persons in this age group also is expected to expand. Additional activities geared to the younger age groups should be developed and promoted.

Purchasing more detailed tourism demographics – These data sets are available from national tourism firms specializing in travel demographics. They may be useful in determining what types of tourism services to offer and for targeting certain market segments. For example, identifying western bicycle associations and members would help promote the use of the Trail of the Coeur d'Alenes.

RECOMMENDATIONS

The following recommendations suggest how the Coeur d'Alene Tribe can accomplish a coordinated program for managing and developing tourism opportunities for the Reservation. Development of the Reservation tourism and visitor economy will require numerous actions and improvements to enhance the special qualities of the community. Outlined here are recommendations that need to be phased in over a period of years, with one project leading to and supporting the next one.

Trail of the Coeur d'Alenes: Promotion and Expanded Services

The Reservation's relationship with the 73-mile trail, with its western trailhead in Plummer, creates an excellent opportunity to capitalize on the trail's existence by packaging weekend adventures, promoting the spectacular recreational experience, and working closely with local providers. The trail will bring tourists who stimulate recreation-related spending, providing direct economic benefits to retail stores, restaurants, and lodging.

Bike Shop in Plummer: To be successful, the Plummer trailhead requires expanded services, especially bicycle rentals and repairs. The bicycle shop would also provide information on the



Extend Trail of the Coeur d'Alenes to the Wellness Center, city center, schools, and Plummer City Park and Community Center. Credit: J. Bertram

trail, lead bicycle tours and rides, and provide training to children and adults on bicycling safety and regulations. Ideally, a dedicated bicycle builder would be recruited to expand the shops viability and professionalism.

Expanded Plummer Bicycle/Pedestrian Network: Initially, the trail would connect to the nearby Wellness Center and to downtown services via the US 95 underpass. The bicycle-pedestrian system would further connect via pathways and bike lanes to the city park, schools, overnight accommodations, and the proposed St. Maries-to-Plummer scenic railroad.

Connections to Nearby World Class Trails: The opportunity exists to eventually connect the Trail of the Coeur d'Alenes west to the John Wayne Pioneer Trail. This would create a trail network extending from Tekoa, Washington to the Route of the Hiawatha near the Montana border. Collaboration can provide a phenomenal biking network spanning three states with cooperative technical support, funding, and trail maintenance. These connections would enhance the overall trail network and possibly lead to more trail users visiting the Reservation (**See** existing resources on page 12).

Marketing: A brand should be built around the Trail of the Coeur d'Alenes and its recreation adventures. A variety of advertising, familiarization tours for travel writers, bike races, and events would raise the trail's visibility and sustain its use. A key component would be establishing a web page for bike-related resources, providing sufficient information for visitors to plan bike trips in advance and to link the Trail of the Coeur d'Alenes to bicycle websites.

Coeur d'Alene Tribe Cultural Center

It is recommended that the Tribe develop and operate a Coeur d'Alene Tribe Cultural Center at the Veteran's Memorial Park in Plummer. The center would be authentic, offer a quality experience, and bring economic, educational, and cultural benefits to the Reservation. The center would become a northwest cultural attraction. Exhibits, maps, and artifacts would create an awareness of the history of the Coeur d'Alene Tribe and tell the story of how western settlement impacted their way of life and their culture. An audiovisual presentation would set the stage. Periodically, traditional classes and demonstrations (e.g. carving, dancing, beading, leather-work, etc.) would occur. Likewise, traditional dances, games, and other activities could be presented as well as hands-on learning experiences. Accompanying exhibits would include the geologic features of the area's lakes and rivers, wildlife, and the Tribe's environmental recovery effort. The center would strive to be both dynamic and participatory, giving visitors pleasure, and stimulating thought.



Coeur d'Alene Tribal family. Credit: CDA Tribe GIS Project #1785

A director would oversee the center, a curator would oversee, conserve, and interpret the collection, and clerical and janitorial help would manage the center. A volunteer auxiliary staff will help manage the gift shop, guide visitors during operating hours and host special events.

A cultural center development plan needs to be prepared by the Tribe and specialists. Typically, a cultural center is designed around the collections and space needs, rather than building a structure and filling it. Initial exhibit development and fabrication could be displayed at the Coeur d'Alene Casino, which would be an interpretive branch of the center.

The cultural center requires an inviting symbolic building and space. Perhaps the design could reflect the traditional housing of the Coeur d'Alene Tribe. The center would include a small auditorium that would provide visitors with an audiovisual presentation and space for periodic lectures. The center should also accommodate a library,

classroom, and room for future expansion. Transportation to the center includes private auto, CityLink, casino transit, and the Trail of the Coeur d'Alenes.

Increase Spring, Fall, and Winter Use

Visitation during the peak summer months assures continuing patronage. Most often the casino hotels and Heyburn State Park campgrounds are at capacity then. Rather than saturating the summer months, the solution to maintaining a quality visitor experience and strengthening the Reservation's economy is to broaden visitor use throughout the year. This requires promoting the virtues of the region's fall and spring seasons, and even increasing winter use.

Four-season Reservation tourism revenues can be increased through effective marketing and promotions, focusing on high-value, low-impact visitors. Events can be designed to draw visitors in the off-peak season, spreading out use throughout the year. Future events should be in the off-season, October through April. Potential events could include a “Lost Arts Fair,” wildlife viewing, music performances, and Christmas activity packages. Sightseeing and hiking/biking can be promoted in the fall, where visitors can enjoy the beauty of fall colors. The arrival of snow heralds another season with the opportunity for promoting cross-country skiing on Reservation trails. Winter sightseers can be attracted to a “winter wonderland” that offers cultural and education programs and comfort at the Spa Hotel.

Market international travelers by providing information in foreign languages that appear by clicking choose language, on the web site. Each country has a vacation time often different from the U.S. and Canada. For example, “Golden Week” for Japanese working and student class is from the end of April to mid May. International travelers start making reservations in the fall for the coming spring and summer travel. Creative and versatile activities together with a commitment from the providers to give the best experience will attract travelers for years to come.

Increase Reservation Accommodations

Good overnight accommodations are a key element to the success of Reservation tourism. As identified in Table B, most of the Reservation’s accommodations are at the Coeur d’Alene Casino and are often full during the summer season. Additional overnight accommodations are needed to serve the Reservation and its communities.

Initially, new bed-and-breakfast establishments, guest ranches, and lodges should be encouraged. An additional hotel in Plummer and Worley should be a top priority. Likewise, an RV park on the Reservation would support new visitors. Another opportunity is a youth hostel for cyclists enjoying the Trail of the Coeur d’Alenes. To support year round use, special activities and marketing are needed to increase room reservations between October and April.

Prepare Reservation City Center Revitalization Plans

City center revitalization plans are needed to enhance the visual and economic conditions of Plummer and Worley. A revitalization plan would identify and stimulate an expansion of commercial services to support residents and visitors. Renovation and new construction (e.g. retail, restaurant, hotel, etc.) would allow Plummer and Worley to capture more business from US 95 and the Reservation. Revitalization projects include beautification, sidewalks with streetlights and street trees, welcome and interpretive signs, public art, and new businesses. Through grants and federal funding the communities could be eligible for loans and technical assistance to help develop their tourism business.



Example of public art. Sherman Alexie's poem about Spokane Falls engraved in granite and formed into a spiral on the ground. Credit: J. Bertram

Plummer: Opportunities for Plummer include connecting the Trail of the Coeur d'Alenes to the city center and the development of a Tribal Cultural Center at the Veterans Memorial Park. A hotel and restaurant(s) would be encouraged, as well as the rehabilitation of a few historic buildings.

Worley: A key opportunity for Worley is to complete US 95 construction southbound through the city. Plans and specifications for construction have been prepared and the project is ready for bid. New sidewalks and beautification would support a compact walkable city center that reflects its agricultural history. A hotel, retail stores and a restaurant would be encouraged. Revitalization projects would include beautification, welcome, and interpretive signs, as well as public art.

DeSmet: The Tribal community dating to 1878, has lost several of its historic structures and requires a comprehensive plan that respects its cultural heritage, while strengthening and enhancing Tribal housing and the DeSmet Tribal School.

Reservation Public Art Program

Prepare a public art plan and strategy to expand the Reservation's cultural identity. Public art can enlighten, educate, and transform a space. Piece by piece, public sculpture, murals, and interpretive information would be installed where people congregate. Art and cultural installations would assist in revitalizing Plummer, Worley, and DeSmet, while creating a more beautiful and distinctive community. Art would be integrated into the daily lives of those who live, work, and visit here, and entertain the passers-by. The reinvigoration of the One Sky Arts Council is recommended to coordinate and promote a vibrant creative economy on the Reservation.



*Beadwork of Reservation Landscape.
Credit: Coeur d'Alene Tribal Beaders*

Education and Cultural Programs

Reservation tourism must be sustainable. This requires skilled personnel to manage, oversee, educate, and guide visitors, as well as provide services. It is recommended that the Reservation communities invest in education and training for residents, especially youth. Investments should also be made in business development, hotel management, hospitality, history, Tribal language, art, recreation, and culinary arts. The College of Northern Idaho is in a good position to tailor classes and programs to the needs of the Reservation communities. Likewise, vocational classes in areas like bicycle building and repair, canoe and kayak fabrication, and the service sector would support a sustainable tourism economy. Such training will allow residents to start sustainable and successful businesses. KWIS Radio, a non-commercial, educational Native American community radio station, can play a key role in promoting educational and tourism-oriented opportunities.



*Coeur d'Alene youth at Plummer
computer lab. Credit: J. Bertram*

An important component is to develop a network of trained guides to lead Reservation tours (e.g. bicycle, nature walk, horseback ride, lake excursion, wildlife protection and environment recovery).

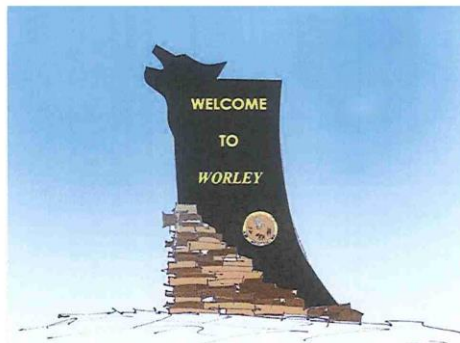
Coeur d'Alene Tribe Hospitality Program

The Coeur d'Alene Tribe has a long-held tradition of being friendly to visitors and that custom should carry on today. The Tribe is encouraged to establish a Coeur d'Alene Reservation certified tourism ambassador program. The Tribe and casino would conduct an annual training series designed for business managers and front-line employees. Designed similar to the one held by the Spokane Regional Convention & Visitors Bureau, it encourages a friendly, outgoing and courteous personality in greeting visitors, answering questions tourists ask most frequently, and providing visitor information. A good host is alert to visitors' responses and questions about the Reservation and its interesting places. It is important for employees to visit the various attractions so they have first-hand knowledge of Reservation sites. Good hospitality will have numerous positive results, including encouraging visitors to extend their length of stay, thus increasing their expenditures, and to return for business and vacation. Visitors who feel welcome and enjoy their visit will form good memories of the Reservation and will be more likely to tell their friends to visit this hospitable community. Such an annual program will cultivate the Reservation's reputation as a warm and friendly place to visit. Efforts are already underway to implement this recommendation as the Tribe and the College of North Idaho are planning to start a hospitality program in the fall of 2014.

Reservation Information and Interpretive Signs

Good public signage is an important component for informing the traveling public of services, points of interest, and attractions on the Reservation. To better serve the Reservation, it is recommended the following sign improvements be implemented.

Welcome to Plummer, Worley, Tensed, and DeSmet Signs: These welcome signs located near or on the city boundary and off of the highway right-of-way, would grace the entryway of the Reservation's communities and help to distinguish them. A previous planning effort was undertaken by University of Iowa students who prepared concepts for community welcome signs (See below).



University of Iowa student's concepts for community welcome signs.

Local Guide Signs: A number of guide signs are recommended to be installed in Reservation communities to identify parks, schools, and public facilities. These signs, with a directional arrow, would have a reflectorized white legend on a green background.

Interpretive Signs: A system of interpretive signs should be developed at community centers, trailheads, and cultural sites on the Reservation. Interpretive signs would provide the visiting public with information about the Reservation's history, culture, recreational use, and key sites. Part of the message is respecting the Reservation and maintaining the sites. Information must be accurate and informative. Signs should be simple, and designed and located to harmonize with their surrounding. They would have uniformity in their design, and be constructed and maintained to consistently high standards. Information and interpretive kiosks would be located at high visitation sites.

Bilingual Signs: Natural features such as mountains, rivers and key sites would be signed in both English and Schitsu'umsh names. An example of names-place project that has been completed include City Center or Nim̓i tewesn in Plummer.



Bilingual sign at Veterans Memorial Park. Credit: J. Bertram

Rockford Directional Sign Update: Work with Washington State Department of Transportation Department to improve directional signage to the Reservation and casino from Washington 27 to Washington 278 at Rockford, Washington.

Support and Refine Special Events

Special events on the Reservation can increase visibility, awareness, and off-season attendance. If managed and promoted well they can also be fundraisers. All events would be published in a Calendar of Events maintained by the Casino and area chambers of commerce.

Successful events require on-going leadership, partnerships, volunteer energy, funding, promotion, and community support. Table C identifies current events on the Reservation. It is recommended that each event be analyzed to determine how it can be refined and improved. For example, Julymush could be moved to Plummer or the Casino, while Plummer Days needs revival. Events like Water Potato Day are educational as Tribal friends appreciate the homeland of the Tribe's ancestors while harvesting first foods.

It may also be appropriate to develop new or expanded events that support year round use. Potential events could include living history demonstrations, spring, summer, and fall walking and bicycle tours, and lectures/videos covering such topics as culture, wildlife, geology and first foods. One exciting new idea is to create a recreational bike race from Plummer via the Trail of the Coeur d'Alenes to Harrison. This even could be extended by adding an option to continue the race via a water event, such as taking a canoe and or kayak across the lake and then returning via a run back to Plummer.

An opportunity exists through partnerships to capture visitors attending other area events such as the Car d'Alene, Diamond Cup Races (In Coeur d'Alene), Ironman, Oktoberfest and Paul Bunyan Days. Promotion of the Reservation could be displayed at these events, or components of these events could be held on the Reservation.

State Improvements to Heyburn State Park

Today, Heyburn State Park offers one of the Reservation's best visitor resources, including campsites, trails, swimming, boating, and visitor information (See existing resources page 13.) A 2011 plan prepared by the Idaho Department of Parks and Recreation recommends improvements to the park's campsites, cottages, marina, and Rocky Point Lodge, as well as an expanded marketing strategy. These improvements would increase the park's visitor capacity and make visitor stays more enjoyable.

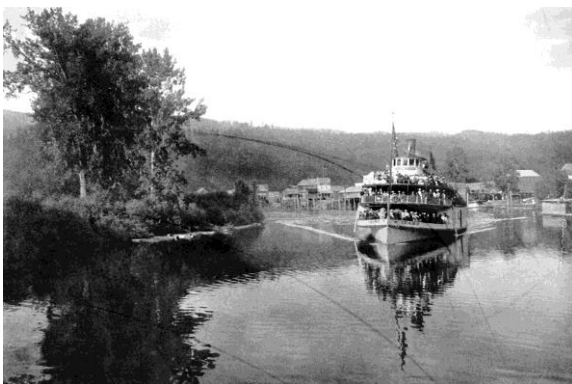
Lake Coeur d'Alene Recreation and Excursion Tours

Canoeing Revival: Historically, Tribal families had to be able to travel the waterways of the heartland's lakes and rivers. Curved-up and sturgeon-nosed pine and cedar-bark canoes provided easy navigation for fishing, hunting, and travel. The Tribe was unique in their use of white-pine bark canoes. The bark was stretched out onto a framework, sewed together at its ends and sealed with pitch. Dugouts were also fashioned using pine and cedar timbers cut down and hollowed out by repeated burning and chiseling. Periodic canoe races were held for recreation. A possible tourism opportunity exists by reviving this event on Chatcolet Lake. Canoeing adventures and races would draw water enthusiasts and viewers to the Reservation. The thrills and excitement of canoeing and kayaking would attract people of all ages.

Excursion Tours: It is recommended that Excursion Tours be revived on Lake Coeur d'Alene to create awareness of the history, culture, wildlife, fisheries, and environmental recovery of the lake. Excursion tours would revive the lakes steam wheeler era by offering passenger cruises around the lake. The



Historic photograph of Indian couple and bark canoe. Credit: Image from History of the Coeur d'Alene Mission of the Sacred



The Steamer Idaho (1903-1915) offered an adventure for tourists on excursion rides up the St. Joe and Coeur d'Alene Rivers.

Credit: CDA Tribe GIS Project#16123

steamers provided delectable meals where passengers could visit the Old Mission at Cataldo, feed the fish in the lake and St. Joes River, and dance to the music of a shipboard band on the way back. A new ship designed like the steamers of past could provide a memorable experience while connecting the Reservation to the ports of Coeur d'Alene, Harrison, Cataldo Mission, and St. Maries. A feasibility study needs to identify the appropriate location for a terminal, public access, appropriate

ship, schedules, destinations, on-board education and activities and economic viability.



Postcard of the Pee Dee Railroad Trestle crossing over Idaho 5 with views of Chatcolet and Round Lakes.

Payette River canyon from Horseshoe Bend, Idaho, Colorado's Durango & Silverton Narrow Gauge Railroad and Arizona's Verde Canyon Railroad.

St. Maries-Plummer Scenic Railroad

St. Maries River Railroad (STMA) is in the planning stage of establishing a scenic railroad tour between St. Maries and Plummer. The train route features magnificent views of Benewah, Round and Chatcolet Lakes, as well as the St. Joe River and surrounding forested landscape. From the St. Maries Depot the main line runs 19 miles to Plummer's former switching yard adjacent to 8th Street. Currently, historic rolling stock is being assembled and stored on St. Maries tracks. Examples of scenic railroads include the Thunder Mountain Line, touring the

The St. Maries River Railroad, purchased by the Williams Group in 2010, was originally a section of the Milwaukee Road railway system. In 1980 Potlatch Corporation purchased the section of the Milwaukee Road that is currently the St. Maries River Railroad.

A scenic railroad would add a significant attraction and transportation link to Plummer and provide an opportunity to redevelop the 8th Street area. Bicyclists would be able to ride the train, connecting to St. Maries and avoid the challenge of riding Idaho 5. Marketing from the region's travel industry could assist with this unique transportation amenity. The City of Plummer would need to assist with signage, site improvements, and bicycle pedestrian connections to the city center.

Things to do on the Reservation

This recommendation is full of a variety of ideas that will require further refinement before full-implementation. To expand the Reservation's tourism economy a variety of additional things to do are required. Creative and versatile activities will attract travelers for years to come. The opportunity exists to create and emphasize the abundant attractions in the area. Examples include the following:

Geocaching: Geocaching is the real-world outdoor treasure hunt that uses specific GPS coordinates to find hidden caches. A typical cache is a small waterproof container containing a logbook where the geocacher enters the date they found it and signs it with their established code name. After signing the log, the cache must be placed back exactly where the person found it. Geocachers are free to take objects from the cache in exchange for leaving something of similar or higher value. You then log your experience at www.geocaching.com. There are more than 2,331,954 active geocaches and over 6 million geocachers worldwide. Adding geocaching to accessible areas of the Reservation would add an outdoor recreation activity with a growing number of participants. It is recommended that the Reservation communities recruit members of the geocaching community to hide a number of geocaches, then list the caches on www.geocaching.com, and enjoy the benefits of new visitors supporting the Reservation's tourism economy.

Horseback Trail Rides: Trail rides should be developed on the Reservation's meadows, foothills, and mountains accommodating beginners, intermediate, and more advanced riders. The combination of the Reservation's wonderful outdoor scenery and an exhilarating horseback ride would create an enjoyable and memorable experience. The guided rides would also provide information on area wildlife, environment, and Tribal history. Needed amenities include a small ranch on the Reservation with appropriate stables, tack room, barn, and setting and seek a concessionaire to operate it. Other opportunities include riding classes, and participation in brushing, saddling, and feeding the horses.

Nature Trail: A nature trail is recommended from the Casino to an overlook of Lake Coeur d'Alene and down to a lake viewpoint. Hikers, mountain bikers, wildlife observers, and joggers would be welcome to explore the unique blend of wetlands, grasslands, and woodlands. Periodic interpretive signs would identify fauna, flora and wildlife. A trailhead would provide trail information, a trail map, and milepost markers would assist users in how many miles they traveled.

Bird Watching: There is the potential for the Birds of Prey Northwest to select a site on the Reservation for a bird sanctuary. Birding and wild life watching add another pleasant outdoor experience which can often occur during the shoulder seasons. A chart handout would identify when and what birds and animals arrive on the Reservation. Additional information can be found on the following sites. <http://fishandgame.idaho.gov/ifwis/ibt/pub.aspx?id=regions>
<http://www.cdaaudubon.org/>

First Foods: Culinary followers (foodies) would be interested in cooking classes using native materials (first foods) and cooking methods. The generally mild climate of the region meant that Coeur d'Alene Tribal members did not need to develop an economy based upon agriculture, but instead could rely year-round on abundant food supplies of fish, camas, water potatoes, mushrooms, berries, and meats. The Reservation's One Sky/One Earth Food Coalition could take the lead on first foods cooking and educational classes. Their goal is "making it easier for individuals to make good food choices."

Agriculture Tours: Visitors have a natural curiosity about the agricultural land they see when traveling the Reservation. Nurturing a sustainable partnership with local farmers and growers in developing crop identification guides, crop road signs (e.g. lentils, wheat, peas, etc.) farm tours, harvest events, and celebrations of farm families together will help to provide needed visitor opportunities and information.

Tourism Management

Proper management of the Reservation's tourism opportunities will be the single most important factor contributing to success. A first step is establishing a Reservation tourism committee. This group would serve as an advisory council to the local tourism entities and the local communities on the Reservation. The tourism committee would be composed of key representatives from the Reservation communities and interested agencies and groups. The next step is to retain a tourism director to coordinate the implementation of recommendations contained in this study. Building an effective team includes maintaining a strong relationship with the Coeur d'Alene Chamber of Commerce, Spokane Regional Convention & Visitors Bureau, Idaho Department of Commerce, and the chambers of commerce from nearby communities. Existing area events should be encouraged to have a Reservation component. Consideration should be given to forming a Tribal Convention and

Visitors Bureau with the Coeur d'Alene Casino to best coordinate and support a strong tourism economy. Monitoring and evaluating tourism development will lead to new strategies for success.

Tourism Marketing

Coordinated marketing and special programs would further the Reservations tourism identity and success. A consistent, integrated marketing campaign would increase recognition for the Reservation and its recreation and cultural offerings. Key support material includes a web site, brochures, maps, and increased recognition through media and advertising. Another key element is preparing a "destination itinerary", or route planner to assist guests in visiting area sites and facilities. Working closely with local chambers and tourism organizations on joint promotions will assure that Reservation events are supported and listed on the community calendar.

Marketing opportunities include promotion of extending the length of the visitors' stay to take in recreation, cultural, or special events. Key markets include cultural tourism, eco-tourism, recreation users, empty nesters, as well as multigenerational tourists. Visitors want authentic, original, and realistic information and attractions. Radio station KWIS can keep locals aware of the calendar of events, Reservation hospitality, and cultural programs. The marketing goal would be to generate visits to Reservation sites, and establish a core of visitors for repeat visits.

Periodically, a media promotion can push a brand. Take for example, biking the Trail of the Coeur d'Alenes. Social media channels could be used to spread content and draw excitement and attention. Such efforts can enhance, build, and engage the Reservation's tourism opportunities.

The primary markets to target are the region's cities, U.S. and world travelers arriving via the Spokane International Airport, as well as individuals, families and special interest groups traveling on I-90 and US 95. Combining outdoor recreation with cultural tourism would produce an excellent combination for promoting visitation to the Coeur d'Alene Reservation. Much can be accomplished through a successfully waged public-relations campaign, including media releases, social media, newsletter, feature articles, familiarization tours and effective direct-public relations contacts. Familiarization (FAM) tours would feature educators, historians, free-lance writers, tour operators, transportation companies and travel agents.

IMPLEMENTATION

The *Coeur d'Alene Reservation Tourism Plan* is a working document for guiding development, preparing policies, and setting priorities. Decisions relative to the Reservation can be assured continuity as the plan serves to encourage and guide the development to the mutual benefits to the Tribe, Reservation communities, property owners, and individual who will use it. The plan requires an ongoing evolution of support, approval, financial resources and dedication to achieve a lasting and dynamic impact on the Reservation's future success.

The potential organizations to carry out the Coeur d'Alene Reservation Tourism Plan are listed below in alphabetical order. At its February 26, 2014 meeting, the Steering Committee prioritized the recommendations as either high, medium, or low and in identifying the primary and secondary parities to carry them out.

The successful implementation of the Reservation Tourism Plan will require a concerted and coordinated effort among all the parties interested in improving the quality of life and the economic wellbeing of the Reservation and its communities.

BEN	Benewah County	KOO	Kootenai County
BIA	Bureau of Indian Affairs, U.S. Dept. of Interior	NIC	North Idaho College
CAS	Coeur d'Alene Casino	OS	One Sky
CC	Chamber of Commerce	PES	Private Event Sponsor
CG	Community Group	PAT	Pathways Com. Dev. Corp.
CON	Consultant	PD	Private Development/Property Owners
CP	City of Plummer	STM	St. Maries River Railroad
CH	City of Harrison	TRI	Coeur d'Alene Tribe
CT	City of Tensed	TCU	Coeur d'Alene Tribe Cultural Dept.
CSM	City of St. Maries	TDC	Coeur d'Alene Tribe Dev. Co.
CW	City of Worley	TLM	Coeur d'Alene Tribe Lake Management
EDA	Economic Development Adm. U.S. Dept. of Commerce	TNR	Coeur d'Alene Tribe Natural Resource Dept.
FED	Federal Government	TPW	Coeur d'Alene Tribe Dept. of Public Works
FOU	Foundation	FS	U.S. Forest Service
GRA	Grant		U.S. Dept. of Agriculture
IDC	Idaho Department of Commerce	WDT	Wash. State Dept. of Transportation
IDT	Idaho Transportation Department		
IPR	Idaho Department of Parks and Recreation		

Table D-Recommended Priorities and Potential Participants

#	Recommendation	Priority	Primary	Secondary Support		
		High/Medium/Low				
1	Trail of the CDAs	High	TRI	IPR	CP/CH	TCU
	Expanded Services/Bike Rental	Medium	PD	TDC	CP	CH
	Plummer Trail Network	High	CP	TRI	PAT	
	Connection to Wayne & Hiawatha Trails	Medium	IPR	TRI	FS	WDT
	Promotion & Marketing	High	TRI/CAS	IPR	CC	IDC
2	CDA Tribe Cultural Center	High	TRI	TCU	CAS	FOU
3	Increase Spring/Fall/Winter Use	Medium	PD/CC	CAS	PAT	IDC
4	Increase Reservation Accommodations	High	PD	TDC	EDA	PAT
5	Plummer Revitalization Plan	Medium	CP	TRI	PAT	
	Worley Revitalization Plan	Medium	CW	TRE	PAT	
	De Smet Plan	Low	TRI	FOU		
6	Reservation Public Art Program	High	TRI	OS	TDC	PCU
7	Education & Cultural Training	High	TRI	TCU	NIC	GRA/FOU
8	CDA Tribe Hospitality Program	Medium	TRI	CNI	CAS	
9	City Welcome Signs	High	CP/CW/CT	TPW		
	Local Guide Signs	High	ITD	TPW	CP/CW	CT
	Interpretive Signs	Medium	TRI/TCU	TNR	ITD	GRA
	Bilingual Signs	Medium	TRI	TCU	TPW	GRA
	Rockford Directional Signs	High	WDT	TRI	CAS	KOO
10	Support & Refine Special Events	High	PES	PD	TRI	GRA
11	State Improvements to Heyburn Park	Medium	IPR	TLM	GRA	FOU
12	Lake CDA Recreation	Medium	TRI	IPR	BEN	KOO
	Canoeing Revival	Low	TRI	IPR	PD	CH
	Excursion Tours	Low	PD	TRI	IPR	TLM
13	St. Maries-Plummer Scenic Railroad	Medium	STM	CSM	CP	KOO
14	Things To Do on the Reservation	Low	PD	TRI	OS	PAT
15	Tourism Management	Medium	TRI	CAS	PAT	
	Reservation Tourism Committee	High	TRI	OS	TDC	CAS
	Retain Tourism Director	Medium	TRI	CAS	PAT	
	Casino & Tribe Con.& Visitors Bureau	Medium	TRI	CAS	PAT	
16	Tourism Marketing	High	TRI	IPR	CAS	PAT

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Appendix

CDA Reservation Tourism Plan
Steering Committee
Meeting Attendance

Name	Organization	Phone #	Email	1st Meeting	2nd Meeting
Alivia Metts	Idaho Dept. of Labor	457-8789 ext.3486	ametts@labor.idaho.gov	X	X
Amanda Weinclaw	CDA Casino	769-2609	awienclaw@cdacasino.com	X	
Amy Anderson	CDA Tribe - EPO	686-1088	aanderson@cdatribe-nsn.gov	X	X
Bryce Bealba	Heyburn State Park	686-1308	hey@idpr.idaho.gov	X	x
Cheri Myron		619-540-5398	chmyron@gmail.com		x
Dale Rosebrock	Intermountain Demo.	345-1592	interdem@msn.com	X	
Elinor Nault Wright	BMC	686-1931	enault@bmc.portland	X	
Ester Holmes	South Lake Promotions	582-2407	estarslp@gmail.com	X	X
Glenda Matt	CDA Tribe - EPO	686-5136	gmatt@cdatribe-nsn.gov	X	X
Iris Mayes	U of I Extension		imayes@cdatribe-nsn.gov		
James Alexie	CDA Tribal Enterprises		jalexie@cdatribe-nsn.gov		
Jason Brown	CDA Tribe - Rec Mgt.	686-1118	jbrown@cdatribe-nsn.gov	X	
Jeanne Rogers	Planmakers	509-599-8311	mivoshirggers@gmail.com	X	X
John Bertram	Planmakers	336-1438	jbertam@spro.net	X	X
Kim Schwanz	Timberplus	245-2239	timberplus@smgazette.com	X	
Lance Mueller	CDA Tribe - PW	686-5702	lmuellet@cdatribe-nsn.gov	X	X
Laura Stensgar	CDA Casino	661-0377	lstensgar@cdacasino.com	X	X
Lloyd Agte	Pathways	582-1008	larte@rezmail.com	X	
Marcy Morris	CDA Casino		mmorris@cdacasino.com		X
Margaret Silohn	CDA Casino	769-2600	msilohn@cdacasino.com	X	
Norm Suenkel	Benewah County	245-4122	nsuenkel@benewahcounty.org	X	
Reid Rogers	Planmakers	208-354-8653	c.reidrogers@gmail.com	X	
Ron Hise	Heyburn State Park	686-1308	rhise@idpr.idaho.gov		X
Sharon Randle	CDA Casino	206-909-0024	srandle@cdacasino.com	X	

**PUBLIC WORKS DEPARTMENT
PLANNING DIVISION
2014 CDA RESERVATION TOURISM PLAN
COUNCIL APPROVAL**

CDA RESOLUTION 097 (2014)

WHEREAS, the Coeur d'Alene Tribal Council has been empowered to act for and on behalf of the Coeur d'Alene Tribe pursuant to the revised Constitution and Bylaws, adopted by the Coeur d'Alene Tribe by referendum November 10, 1984, and approved by the Secretary of the Interior, Bureau of Indian Affairs, December 21, 1984; and

WHEREAS, the Coeur d'Alene Tribal Council has a responsibility for the health, welfare, and economic development of the Tribe and its members; and

WHEREAS, one of the objectives listed in the Tribe's Comprehensive Economic Development Strategy (CEDS) document is to develop a comprehensive tourism plan; and

WHEREAS, also listed as an objective in the CEDS document is to develop partnerships with local jurisdictions to enhance the economic conditions of the Reservation; and

WHEREAS, the Public Works Department has used funds from its annual Economic Development Administration (EDA) planning assistance grant to hire a consultant to develop a reservation-wide tourism plan; and

WHEREAS, this Tourism Plan was developed with the participation of tribal members, Casino staff, tribal government staff, and other entities in order to create a comprehensive Tourism Plan; and

WHEREAS, the Public Works Department requests that this plan be approved as an Official Plan of the Coeur d'Alene Tribe; and

NOW, THEREFORE, BE IT RESOLVED, That the Coeur d'Alene Tribal Council hereby approves of the Public Works Department's request for approval of the 2014 Coeur d'Alene Reservation Tourism Plan; and

BE IT FUTHER RESOLVED, That the Coeur d'Alene Tribal Chairman, or his designee, is authorized to sign all documents related to this plan on behalf of the Coeur d'Alene Tribe.

C E R T I F I C A T I O N

The foregoing resolution was adopted by the Coeur d'Alene Tribal Council at a meeting held at the Tribal Administrative Building at 850 A Street, Plummer, Idaho on June 19, 2014 with the required quorum present by a vote of 5 FOR 0 AGAINST 0 ABSTAIN 1 OUT



**CHIEF J. ALLAN, CHAIRMAN
COEUR D'ALENE TRIBAL COUNCIL**



**DONALD E. SZCZENSKI, SEC/TREASURER
COEUR D'ALENE TRIBAL COUNCIL**